



September 1, 2020

The Honorable Frank Hoagland
Senate Agriculture and Natural Resources Committee
Senate Building, 1st Floor S., Rm. 134
1 Capitol Square,
Columbus, OH 43215

Dear Chair Hoagland and Members of the Committee:

These comments are submitted on behalf of the Distilled Spirits Council of the United States, a national trade association representing producers and marketers of distilled spirits sold in the United States, in support of HB 674 which would allow Sunday sales of distilled spirits products on a statewide basis rather than by local option.

Across the country, states have modernized their marketplace with regard to alcohol sales laws. Since 2002, 21 states have passed laws permitting Sunday sales including Ohio's neighboring states of Indiana, Pennsylvania, Kentucky and West Virginia. In 2019 alone, Virginia and West Virginia both enacted legislation to permit alcohol sales or expand Sunday hours of sale on a statewide basis.

HB 674 would simplify Ohio's law regarding Sunday sales and provide uniformity to retailers by doing away with the current patchwork of allowed hours of sale. The bill would benefit small business owners by sparing retailers from costly local elections to allow Sunday sales.

Expanding Sunday sales also provides today's consumers with the convenience they want. Sunday is the second busiest shopping day of the week for the majority of families. These families do most of their shopping on the weekend and expanding the sale of spirits, beer and wine on Sunday gives adult consumers more choices and added convenience. Shoppers also tend to spend as much as 21% more on Sunday than any other day of the week.

Ohio state and local treasuries would benefit from expanded Sunday sales as well. This change would translate into significant new state revenues from distilled spirits as well as an increase in sales for retailers. Historic data has proven Sunday sales develops new sales and does not merely spread current sales out over more days. States that have implemented Sunday Sales have seen an immediate boost to state tax revenues. For example, Pennsylvania's sales went up 10 percent since Sunday sales went into

effect and the former chairman of the Pennsylvania Liquor Control Board called Sunday sales a "grand slam homerun" and reported that Sunday sales did not detract from sales

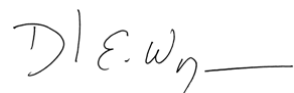
on other days. Oregon sales increased between 9.2 and 19.6 percent and Delaware saw a 7 and 10 percent increase in sales after enacting Sunday sales.

For those that may be concerned that additional off-premise Sunday sales may increase underage purchases or drunken driving, the data does not support that argument. According to an analysis using U. S. Department of Transportation data on alcohol-related fatalities, there is no statistical difference in states that allow Sunday liquor sales compared to those that do not. Further, the law clearly states that if you are under 21 you cannot purchase alcohol. Certainly, the laws that pertain to beverage alcohol purchases remain the same whether alcohol is purchased on a Tuesday, Wednesday or Sunday. Expanded Sunday sales simply gives adult consumers more convenience that fits the modern lifestyle and accommodates tourists and visitors to Ohio.

We urge the Committee to positively recommend the changes contemplated by HB 674 and give Ohio consumers the added convenience they deserve.

Thank you for the opportunity to provide our views.

Sincerely,

A handwritten signature in black ink that reads "D. E. Wojnar" followed by a horizontal line.

David Wojnar
Vice President of State Government Relations